



CITY OF ATLANTA

SHIRLEY FRANKLIN
MAYOR

55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

02-C -1045

May 30, 2002

President Cathy Woolard and
Members of Atlanta City Council
City Hall, Suite 2900
55 Trinity Avenue, SW
Atlanta, Georgia 30335

RE: Appointment to the People TV Board

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Michelle Uchiyama** to serve as a member of the **People TV Board** for the City of Atlanta. This appointment is for a **term of three (3) years**, scheduled to begin on the date of Council confirmation.

I am confident that Ms. Uchiyama will serve the People TV Board and the City of Atlanta with distinction. A resume is attached for your perusal.

Sincerely,

Shirley Franklin

Enclosures

CONFIRMED BY

JUN 17 2002

COUNCIL

Michelle K. Uchiyama

305 Tenth Street, NE, Atlanta, Georgia 30309
Fax (404) 685-9258 ~ Home Phone (404) 817-9710 ~ Email Michelleuch@yahoo.com

◆ SUMMARY

With over 24 years of organizational development and fundraising experience, working as a volunteer board member, and paid staff person, I have developed and implemented numerous fundraising and financial development strategies, PR plans, development plans and organizational development plans. My experience includes success in writing foundation and government grants for several non-profit organizations in Rochester, New York, Houston, Texas, and Atlanta, Georgia and developing a wide variety of organizations.

◆ WORK HISTORY

1995 – Present, Founder and President, Charitable Connections, Inc.

Establishment of a leadership and organizational development organization including serving as a technical assistance provider to such organizations as Lea's Kids, Inc. (An after-school program), No Longer Bound, Inc. (Men's Residential Recovery Education Program), Hope Crisis Center (Drug and Alcohol education and referral organization), Forsyth County Youth Shelter (Temporary Shelter for Girls ages 7 – 17), Child Abuse Prevention Alliance, and the Royal Elites. Serve as the Chair of the Cherokee Presbytery Fund for the Self Development of People, granting over \$200,000 in funds to poor and oppressed groups of people wanting to overcome some economic or social reason for their poverty. Development of a for-profit/non-profit financing mechanism for faith-based and community-based organizations. Written grants to fund over \$3,000,000 worth of projects for various organizations.

1989-1995, Consultant

Launching new enterprise and managing existing organizations in both the for-profit and non-profit sectors, my background includes the development of strategic plans, operating plans, fundraising plans, data and telecommunications strategies, and marketing/PR plans for organizations such as Sprint/DSI, MACCTIMM (Membership Association), the Hungarian government, the Austro-Hungarian Housing Cooperatives, Georgia Tech, University of North Carolina at Wilmington, MuffKone (new food product introduction), ABCO (Grocery Chain majority owned by Fleming Foods) Feed My Lambs Christian Preschools, and UltraSoft, Inc. (Software R & D Company)

1992-1995, Account Executive, Scanning Management Systems-Dataserv, Division of BellSouth Corporation

With only 50 employees in this operating unit and a declining revenue base, BellSouth was eager to turn this division around and sell it. Over a three year period, four of us were charged with developing new revenue streams, overhauling a non-documented set of products in beta test, develop documentation and sell the product set to a major grocery chain. In the Southeast, I was responsible for the sale of a \$1,000,000 per year service contract in 1993, assisted with the sale of scale management software to a 152 store chain for over \$152,000, sale of scale management software to a 103 store chain for \$150,000 and the implementation of the full product set to a grocery chain for a \$2,000,000 contract overseas. I introduced the REPS payment systems and BellSouth telecommunications options to several new accounts and in 1995, Scanning Management Systems was successfully divested for \$11,000,000.

1981-1989, Account Administrator, Customer Center Representative, Account Marketing Representative, Business Partner Representative, IBM Corporation
From 1981 to 1989, my role at IBM increased in responsibility. From administration to marketing to management, I performed at top levels. As an account administrator I received several awards for my accuracy and follow-up with ordering, shipping, expediting, delivering and providing commission accounting for marketing and branch personnel.

As a Customer Center Representative, I managed event marketing of Workstations for 8 branches which included a telemarketing operation, Application Solutions program development and implementation, Business Partner Seminars and customer-site events. In one year, my group touched over 40,000 small, mid-sized and large corporate entities with telemarketing and direct mail. Of those 40,000, ten thousand (10,000) attending in-house Application Solutions Seminars. From this effort, five (5) of eight (8) branches exceeded their business objectives. In the position of Account Marketing Representative, I was awarded two (2) 100% Club positions coming in at 117% and 125% of quota. During this time I was named the Southwest Region's New Account Representative of the year and placed 5th as an individual, nationally.

As a Business Partner Representative, I launched a branch-wide effort to bring Business Partners into the mainstream of the business flow. It was our goal to have 80% of a \$25 million quota be leveraged by Business Partners. From this effort, the branch exceeded quota objectives and came in at 133%. This came from reviewing and presenting over 500 software applications and business partners in an internal marketing effort within the branch. We devised an education program, set up a resource center and made the business partners available on a daily basis to reps and customers.

1980-1981 Research Analyst, Federated Department Stores, Texas, Oklahoma

As a research analyst I was responsible for conducting the site analyses for new store development, projecting existing store growth, managing and reporting store sales from year to year, and presenting economic analyses for corporate and store management.

1978 - 1980 Assistant Director of Development, Season Ticket Coordinator, Rochester Philharmonic Orchestra

Launched the first telemarketing campaign as a supplementary budget effort. Managed a phone room of ten volunteers the first year and a paid staff of ten the second. Established the first symphony telethon by coordinating volunteers, being a liaison with corporate involvement and was active in the marketing and public relations campaign. I researched and wrote grants and was involved in working with the Annual Campaign rollout and volunteer recruitment.

As Season Ticket Coordinator, I was responsible for the implementation of a new computer system for the Orchestra, managing the box office, coordination of marketing and public relations for Season Ticket Sales of the Orchestra, Ballet Series, Opera Series, Broadway Series and Mozart Series. I managed two staff members who were responsible for assigning seats, accounting for season ticket revenue, and interfacing with corporate ticket-holders. I was departmental liaison with the General Manager's office, Chief Financial Officer, Public Relations, the Development Office and the Board of Directors.

◆ EDUCATION

IBM Executive Education Program, 1989

IBM ISIS Program, New York Education Center, 1988

IBM Distribution Executive Program, University of Virginia, 1987

IBM Sales, Marketing and Systems Training, 1984

Master's of Business Administration, Finance and Corporate Strategies, University of Houston, 1983

Bachelor of Science, Marketing & Communications, Rochester Institute of Technology, 1981

Landmark Education Corporation Forum

◆ INTERESTS & ACTIVITIES

- Coordinator, Georgia Faith-Based Initiative Task Force
- Chair, Cherokee Presbytery Committee of the Self Development of People Fund
- Member, Southside Ministerial Association
- Independent Producer, People TV, Voice of Victory Show
- Fulton Industrial Business Association, Membership Committee
- First Presbyterian Church, Cartersville, Member
- World Fellowship Christian Center, Member
- International Campaign for Victory Over Violence, Co-Chair
- Member, American Clergy Leadership Conference, Executive Committee
- Formerly, Board of Director's Atlanta Women's Network, V.P. Membership
- Formerly, GA Planned Giving Council - Chair, Leave A Legacy, For-Profit Division

RCS# 3817
6/17/02
4:10 PM

Atlanta City Council

Regular Session

02-C-1045 Appoint Ms. Michelle Uchiyama to People
TV Board for 3 yrs.
CONFIRM

YEAS: 14
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 2
EXCUSED: 0
ABSENT 0

Y Smith	Y Archibong	Y Moore	Y Mitchell
Y Starnes	NV Fauver	Y Martin	Y Norwood
Y Young	Y Shook	Y Maddox	Y Willis
Y Winslow	Y Muller	Y Boazman	NV Woolard

02-C-1045

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(Do Not Write Above This Line)

A COMMUNICATION
FROM MAYOR SHIRLEY FRANKLIN

A COMMUNICATION FROM MAYOR
SHIRLEY FRANKLIN APPOINTING
MICHELLE UCHIYAMA TO THE
PEOPLE TV BOARD OF DIRECTORS.

CONFIRMED BY

JUN 17 2002

COUNCIL

- ☐ CONSENT REFER
☐ REGULAR REPORT REFER
☐ ADVERTISE & REFER
☐ 1st ADOPT 2nd READ & REFER
☒ PERSONAL PAPER REFER

Date Referred 6/03/02

Referred To: CU & COC

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

Committee _____
Date 6/17/02
Chair _____
Action _____
Fav, Adv, Hold (see rev. side) _____
Other _____
Members _____
Refer To _____

Committee _____
Date 6/17/02
Chair _____
Action _____
Fav, Adv, Hold (see rev. side) _____
Other _____
Members _____
Refer To _____

FINAL COUNCIL ACTION

- ☐ 2nd ☐ 1st & 2nd ☐ 3rd
Readings
☐ Consent ☐ V Vote ☒ RC Vote

CERTIFIED

CERTIFIED
JUN 17 2002
MAYOR SHIRLEY FRANKLIN
MAYOR

CERTIFIED
JUN 17 2002
Randy Davidson
MUNICIPAL CLERK

MAYOR'S ACTION